

AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1-30 (Cancelled)

31. (New) A system comprising:
a camera that captures an image;
a telephony device programmed to transmit at least a portion of the image to a distal service;
the service programmed to receive the image, identify an object within the image;
associate the object with an information address; and return the address to the telephony device; and
the telephony device further programmed to utilize the address to retrieve an item of information related to the object.

32. (New) The system of claim 31, wherein the telephony device comprises a hand-held computer.

33. (New) The system of claim 32, wherein the telephony device comprises a cell-phone.

34. (New) The system of claim 31, wherein the service is further programmed to identify the object by applying multiple algorithms to the image, and identify the image as a function of a confidence levels associated with results of the multiple algorithms.

35. (New) The system of claim 31, wherein the service is further programmed to receive from the telephony device a second image containing the object, and to further identify the object as a function of data contained in both images.

36. (New) The system of claim 31, wherein the object is not encoded with any data.

37. (New) The system of claim 36, further comprising identifying a bar code or other symbol within the image.

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38. (New) The system of claim 31, wherein the service is hosted on a computer distal to the telephony device.

39. (New) The system of claim 31, wherein the service is further programmed to select the address from among a plurality of addresses that provide content in a format suitable for display on the telephony device.

40. (New) The system of claim 31, wherein the item of information comprises data that can be utilized to conduct a commercial transaction related to the object.

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41. (New) The system of claim 31, wherein the telephony device is further programmed to use the address to conduct a commercial transaction related to the object.

42. (New) The system of claim 31, wherein the telephony device is further programmed to use at least one of the address and the item of information to initiate a software process on a distal computer.

43. (New) The system of claim 31, wherein the telephony device is further programmed to use at least one of the address and the item of information to initiate a telephone call.

44. (New) The system of claim 31, wherein the telephony device is further programmed to use at least one of the address and the item of information to initiate a radio communication.

45. (New) The system of claim 31, wherein the telephony device is further programmed to use at least one of the address and the item of information to send data received from the service to a web site.

46. (New) The system of claim 31, wherein the telephony device is further programmed to use at least one of the address and the item of information to display graphics

47. (New) The system of claim 31, wherein the telephony device is further programmed to use at least one of the address and the item of information to produce an audible sound.